

DEVELOPMENT OF A DEPARTMENT

WEB PAGE

EXECUTIVE LEADERSHIP

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**An applied research project submitted to the
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Abstract

The public and general industries have responded to the availability of a low cost, immediate, and effective communications medium with the public by utilizing the Internet. This communications medium is available to millions of people but was not used by the City of Deltona. In conjunction with the development of an actual Web page for the City of Deltona, this research project was conducted to determine how many Florida fire departments utilize a Web page as well as to determine what methodology should be used to plan and develop a Web page.

A descriptive research methodology was used to assess the present status of fire department Web page use in the State of Florida and general methodology for the development of a Web page through the use of literature sources, interview, and written survey. The survey asked the following questions:

- ◆ How many Florida fire departments' parent agency (city/county/district/etc.) have a Web page representing their entire organization?
- ◆ How many Florida fire departments are specifically represented in the Web page?
- ◆ How many Florida fire departments have a department specific Web page?

The survey continues only if the fire department has, or is part of a Web page:

- ◆ Does the fire department have input regarding the Web page content?
- ◆ Who hosts the Web page?
- ◆ What types of services or information are offered via the Web page?

The results indicate that less than half of the fire departments in Florida utilize the Internet as a means of communicating with its public. Those departments utilizing a Web page have indicated that the effort has been warranted or successful.

It is my recommendation that the fire services in Florida utilize the Internet as an effective means of communicating with the public and other organizations. Based on the research, eight recommendations are given as a guide to planning the Web page that will represent the department.

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Introduction

The fire service, general industry, State of Florida, and the public have begun to utilize the Internet medium as a means of communication. While it would seem that "everyone" is on the Net, only 67 of the 137 departments responding to the surveys indicated they were represented by a Web page. This is unfortunate since 94% of those utilizing a Web page feel it has been a warranted or successful experience.

The purpose of this research project is to determine to what extent Florida fire departments are using the Internet medium and what methodology should be utilized in planning and implementing a Web page. This research was conducted during the planning and implementation of a city Web page by the City of Deltona.

A descriptive research methodology was used to assess the present status of fire department Web page representation in the State of Florida through the use of surveys. A literature review was

conducted to determine methods of planning and implementing a Web page. The following survey questions were asked:

1. How many Florida fire departments' parent agency (city/county/district/etc.) have a Web page representing the entire organization?
2. How many Florida fire departments are specifically represented in the parent Web page?
3. How many Florida fire departments have their own Web page?
4. How many departments represented on a Web page have input regarding the Web page content?
5. Who hosts the organization's Web page? The organization, a local vendor, a national vendor, or the State of Florida?
6. What services or information are provided via the Web page?

- Community events involving the department
- Reporting of news worthy information such as press releases
- Fire prevention information such as home safety, extinguishers, and smoke detectors
- Disaster/hurricane preparedness
- Health and safety related information such as bicycle helmets, water safety, etc.
- Community training activities (CPR, first aid, etc.)
- Interactive activities such as inspections, plans review, or general information

7. Has the use of the Internet medium been warranted and successful?

Background and Significance

On December 31, 1995, the Community of Deltona became the City of Deltona. With a population of

approximately 60,000 encompassing approximately 46 square miles, the City of Deltona is one of the five largest cities in Central Florida. A unique feature of the incorporation of Deltona is that it acquired an existing fire department in the process. The Deltona Fire District, an independent taxing district providing fire and EMS services to the community of Deltona, existed as an organization since 1964 and as a career department for over seventeen years.

During the winter of 1998 the City Clerk accepted the task of developing and implementing a Web page for the City of Deltona. The project was given little funding or resources and had varying levels of support among the City Commissioners. The new City of Deltona also lacked any known in-house support or expertise for the project.

This research project is significant to the City of Deltona because it involves the actual development of a Web page. The final form, content, and management of the Web page is not expected to be

finalized until after this research project is completed.

This research is relevant to Executive Leadership since it encompasses many aspects of the Executive Fire Officer Program such as Executive Planning and Strategic Management of Change.

Literature Review

Literature was reviewed to determine how, in reasonably non-technical terms, a Web page should be planned and developed. There was little information directed specifically to the fire service audience. Sources included general industry journals, fire service journals, and related books.

The literature review was conducted by searching for information on how to develop or design a Web page. The emphasis was on finding information useful to a staff with minimal knowledge and training in the area of Web page design and technology. Information on planning a Web page, especially for a fire department was difficult to find. It seemed that most of the literature was

based on Internet use and functions such as e-mail and information retrieval. Others only described or boasted of their Web page success and content.

At the beginning of this research project I spoke with Faith Miller, City Clerk for the City of Deltona. It was her desire to complete the project and be on-line by the end of summer, 1998 (personal communication, February 12, 1998). Ms. Miller stated she wanted the City to be represented in a professional manner and provide a service the citizens of Deltona seemed to desire. As a City of just over two years old the use of a Web page could help the flow of City information. In the article Local Government and the Internet (1996, p. 1) the first paragraph states that "in the near future, not being connected may put local governments at a serious disadvantage in communicating with other governments, with the business community, and with citizens." To further reinforce the principle that the Web page must be developed and implemented professionally we are reminded that "Your local

government's home page is a 24-hour-a-day advertisement with a world-wide audience. Your Web site may be the only contact many people have with your community, so it should be professional, informative, and uniquely local" ("Local Government," p. 3).

Steve Blackistone (1998) establishes the importance of this communications medium by citing an estimated 35% of American families have home computers with an estimated 30 million having access to the Internet. Blackistone also suggests viewing "the endeavor as if it is publishing a newspaper. Anything that appears on the Web sit is a public statement, and the publisher can be held liable for any defamatory statement. Accuracy is esential."

Two of the sources outlined Web page planning steps. Although written differently, they both lead the reader in essentially the same direction by asking thought provoking questions. The first source suggests asking three simple questions ("Local Government," p. 2).

Successful online systems all share the same elements, the result of asking basic questions:

- Clear objectives - why is the local government online and what value does an Internet presence provide?
- Solid market analysis - who will use the local government's Web site and what do they want? (For instance, urban areas or regions with a high number of technology-oriented firms will have a larger percentage of residents who are Web-savvy.)
- Thoughtful design - how can the Web site be useful and usable?

Although these questions are useful in the initial planning steps, they are not detailed enough to lead a novice. A more detailed worksheet is offered by Roger C. Parker utilizing 20 questions to define each of the steps: Purpose; Content; Design; Production; and Follow-up, Promotion, and

Maintenance (1997, pp. 78-81). Parker's twenty question worksheet asks (1997, pp. 83-84):

1. What is the primary purpose of your Web site?
2. What are some of your other goals?
3. What action do you want Web site visitors to take?
4. How are you going to measure the success of your Web site?
5. Whom do you want to visit your Web site?
6. What types of information are they looking for?
7. What types of information can you provide?
8. How often do you want Web site visitors to return?
9. How can you build immediacy into your Web site?
10. What type of image do you want to project?

11. What type of content will be included?
12. How much involvement do you want to include?
13. What do your competitor's Web pages look like?
14. What resources are available for creating your Web site?
15. How much Internet or desktop publishing skills do you or your staff possess?
16. Who is going to follow up on comments, queries, requests for information, and sales generated by your Web site?
17. How are you going to promote your Web page?
18. Where are you going to list your Web site?
19. What Web sites can contain links to yours?
20. How are you going to keep your Web site fresh?

The use of a tool such as this is very important since, "Unfortunately, many communities have jumped on the Internet bandwagon without the essential planning that leads to a useful, easy-to-understand Internet presence" ("Local Government," p. 1).

Proper planning is important to the development of the Web page since "the Web permits you to communicate as much information as you need to achieve your goals. On the Web, costs do not increase as the amount of information you communicate increases" (Parker, p.4). Parker also explains that the Web is a "leveling field" that gives the power to be "as impressive and effective as any firms with huge advertising budgets" regardless of company size (p. 6).

Procedures

This research project was begun by reviewing related literature. The position that use of the Internet as a means of providing information and service is becoming important to the fire service and general industry as a whole. The purpose of

this research project is to determine to what extent Florida fire departments are using the Internet medium and what methodology should be used in planning and implementing a Web page. The primary research tool used was a survey of Florida fire departments (see Appendix A). The questions addressed areas relating to the existence of a Web page representing the fire department as well as who hosts the Web page and what services or information are provided.

The survey was conducted using a list of 213 fire departments in Florida. The list of departments surveyed represents members of the Florida Fire Chiefs Association without regard for career, volunteer, or combination department status. A total of 137 fire departments, just over 64%, responded with some surveys being submitted incomplete. Missing information included blank responses to the private/public and department size questions.

The state of Florida has 67 counties with approximately 500 paid, combination, or volunteer fire departments and an estimated 26,000 paid and volunteer firefighters. The fire departments responding to the survey ranged in size from 4 to 1500 members, with over 12,934 firefighters being represented (see Appendix C).

Results

The results of the survey and literature review indicate that fire departments that utilize the Internet as a tool to communicate with the public will have an advantage over those that don't. The survey responses show that less than half of the fire departments in Florida are represented by a Web page. Those that are represented on a Web page feel it has been a warranted and successful effort.

Questions one and two are provided to ensure proper tracking of surveys sent and returned. Department status as a public or private agency and department size, in terms of staff, is also questioned.

Question three, concerning the existence of a Web page representing the entire parent organization, indicated that 53% of the responding agencies do have a Web page.

Question four, concerning the existence of a Web page representing the fire department specifically, indicated that 42% of the departments are represented.

Question five pertained to the existence of a Web page specifically for the fire department. Only 32% of the responses indicated the fire department had its own Web page. This question may have been posed incorrectly, as its intent was to determine if the fire department was solely represented by its own Web page. Several responses lead me to believe the question was not perceived as intended.

Thirteen surveys had comments indicating a Web page is actively being developed. In two cases, the survey indicated the firefighter's union was involved with the Web page. A total of 67 surveys answered yes to questions four or five, indicating

49% of the fire departments are represented solely or as part of the parent organization. Only the 67 departments responding "yes" to question four or five were asked to complete the remaining survey questions. Numerical values or comparisons for questions six to nine are based on the 67 departments.

Question six was posed to determine if the fire department had input regarding the Web page content. Only three responses indicated the fire department had no input. The remaining departments, 94%, indicated they have input to their Web page.

Question seven questioned who hosted the Web page. The responses, based on the 67 fire departments represented by a Web page, were as follows:

- 57% (38) - organization
- 25% (17) - local vendor
- 12% (8) - national vendor
- 0% (0) - State of Florida
- 1.5% (1) - both local and national marked

- 1.5% (1) - union
- 3% (2) - no response to this question

Question eight was presented to determine what types of information or service is provided by the fire departments represented by a Web page.

- 64% community events involving the fire department
- 40% report news worthy information such as press releases
- 70% provide fire prevention information such as home safety, extinguishers, and smoke detectors
- 43% provide disaster/hurricane preparedness information
- 49% provide health and safety related information such as bicycle helmets and water safety
- 46% provide information regarding community training activities such as first aid and CPR

- 10% provide an interactive environment for activities such as inspections, plans review, or general information

Question nine was posed to determine if there is a belief that use of the Internet medium has been warranted or successful. The responses indicate that 82% of the fire departments represented by a Web page feel it has been a warranted or successful effort.

Discussion

This research project began as a means of assisting the Deltona City Clerk in her effort to plan and implement a Web page. I found that it is imperative that the persons planning the Web page have a basic knowledge of how a Web page works. Simple details, such as the association of a Web page to an 8.5 x 11-inch sheet of paper will greatly hinder the development of a Web page.

At the start of the process to develop Deltona's Web page the City Clerk searched for a source of expertise. It was found at a local high school,

Pine Ridge High School, where a Web design class had been established. Initial interviews were held with the program instructor, Robin Morgan, Emily Kaste, Deltona Web Page Project Manager, and Albert Capece, Webmaster, during the month of May, 1998. During these meetings City staff were educated in the art and technology of Web page design as well as beginning the process of developing a clear vision of the project. Julie M. Still (1997, p. 2) states "Having a clear vision, or at least a wish list, at the start will save a lot of time later on." A great deal of importance was placed upon selecting a theme for the Web page that would be attractive to a diverse community such as Deltona, our audience (see Appendix D).

The initial meetings culminated with the development of a "site map" for the Web page. The site map was initially a one-page document outlining the major topics and content to be included in the Web page (see Appendix E). This document formed the roadmap to the development of the City Web page.

Although much of the Web page design work was done without the assistance of the literature review, the process described by Parker (1997) was, by design or coincidence, essentially used by the Pine Ridge Web page development team. In addition, the City Clerk asked to have the Web page designed to accommodate future plans to allow interactive use of the Internet, providing potential services such as permitting and licensing, inspections, and communications.

The subject regarding the host or Internet service provider was approached with the survey and literature review but was found to be too complex and beyond the scope of this research project.

An area of concern found during the literature review involved security and policy. Several authors proposed that some form of policy regarding Web page or Internet use should be established. Blackistone (1998) suggests that information to be provided that may be legal in nature, such as city codes or permits, should provide some form of

disclaimer and date last updated. Additional concerns found include ("Local Government," p. 7):

- Internet misuse (by staff)
- Information reliability
- Corrupt or virus-infected data
- Representing the organization on the Internet
- Managing content on the Internet site

Finally, Julie Still (1998, p. 8) advises "the creation of an oversight committee or Web guidelines for the institution may be a good idea, as it would provide a policy to refer to in case of disagreement among staff." This recommendation did not seem important when first reviewed, but after dealing with several city departments and commissioners during the development of the Web page I found it to be excellent advice.

Recommendations

It appears that the majority of Florida fire departments are not represented by a Web page. The

presumption that "The Web is important because it permits you to *immediately* communicate *great amounts* of *selective* and *updated information* in *color* at remarkably *low cost*" (Parker, p. 4) should cause all fire departments to strive for Web page representation.

Any department planning to implement a Web page should consider utilizing the five step process described by Parker (1997, pp. 77-81). The use of a tool such as this is very important since, "Unfortunately, many communities have jumped on the Internet bandwagon without the essential planning that leads to a useful, easy-to-understand Internet presence" ("Local Government," p. 1).

My final planning and implementation recommendations include eight considerations.

- Utilize the Parker 20 question worksheet.
- Visit and critique other Web sites.
- Use graphics in moderation, too much can be cumbersome.
- Be creative, use color, it's cheap.

- Consider allowing whoever manages the daily public information activities to manage the Web page information ("Local Government," pp. 9-10).
- Include all departments, or groups, in your organization because "what one person does impacts another" (Still, p. 1).
- Seek legal advice regarding content and information accessibility.
- Develop policy regarding Internet use and the Web page content.

Make every effort to get second opinions regarding the Web page design and content. Involve someone whose only interest would be as an end user. Just as fire departments tend to show preference to certain apparatus manufactures, Web developers and computer users tend to show preference to certain applications and hardware. In many cases this may be suitable, but it may also cause problems.

Finally, remember Roger C. Parker's warning, "The very success of your Web site can be its undoing, because - unless you're careful - it may

generate so much business that you will be unable to follow up on requests for information and to keep your Web site fresh with new and different content" (1997, p. 85).

References

- Blackistone, Steve (1998, February). The Law & the Internet: An Overview for Fire Departments. Firehouse, 84.
- Local Government and the Internet (1996, September). MIS Report, 28 (9).
- Parker, Roger C. (1997). Roger C. Parker's Guide to Web Content and Design. NY: MIS:Press.
- Still, Julie M. (Ed.). (1997). The Library Web. NJ: Information Today, Inc.

Appendix A

**Executive Fire Officer Program
Department Web Page Survey**

I am Commander James Koczan, Training Coordinator for the Deltona Fire Department and Safety Officer for the City of Deltona. I am conducting this survey as a part of my Executive Fire Officer Program Applied Research Project. The questions are not intended to judge your agency or compare it to others.

- [
1. Department: _____
]Private
]Public
2. Phone #: _____ Size: _____ members
 (sworn)
3. Does your parent agency (city/county/district/
 etc.) have a Web page representing the entire
 organization?

 [] Yes [] No
4. Is your fire department specifically
 represented?

 [] Yes [] No
5. Does your fire department have its own Web page?

 [] Yes [] No

**If you answered NO to questions 4 and 5 you are
done with this survey. Please return it in the
enclosed envelope. Thank You.**

6. Does your department have input regarding the Web page content?

☐ Yes ☐ No

7. Who hosts your organization's Web page?

☐ the organization ☐ a national vendor

☐ a local vendor ☐ the State of Florida

8. Does your department offer any of the following services or information via the Web page?

☐ Yes ☐ No Community events involving the department

☐ Yes ☐ No Reporting of news worthy information such as press releases

☐ Yes ☐ No Fire prevention information such as home safety, extinguishers, and smoke detectors

☐ Yes ☐ No Disaster/hurricane preparedness

☐ Yes ☐ No Health and safety related information such as bicycle helmets, water safety, etc.

☐ Yes ☐ No Community training activities (CPR, first aid, etc.)

☐ Yes ☐ No Interactive activities such as inspections, plans review, or general information

9. Do you feel the use of the Internet medium has been warranted and successful?

☐ Yes ☐ No

Please return this survey in the enclosed envelope
or fax to Deltona Fire Department at (407) 860-7198.

Thank you for your prompt response to this survey.

Appendix B

**Executive Fire Officer Program
Department Web Page Survey**

I am Commander James Koczan, Training Coordinator for the Deltona Fire Department and Safety Officer for the City of Deltona. I am conducting this survey as a part of my Executive Fire Officer Program Applied Research Project. The questions are not intended to judge your agency or compare it to others.

0

- Private
1. Department: _____ 114
Public
2. Phone #: _____ Size: 12,934 members
(sworn)
3. Does your parent agency (city/county/district/
etc.) have a Web page representing the entire
organization?
[73] Yes [63] No
4. Is your fire department specifically
represented?
[58] Yes [77] No
5. Does your fire department have its own Web page?
[42] Yes [95] No

**If you answered NO to questions 4 and 5 you are
done with this survey. Please return it in the
enclosed envelope. Thank You.**

6. Does your department have input regarding the Web page content?

[63] Yes [3] No

7. Who hosts your organization's Web page?

[38] the organization [10] a national vendor

[17] a local vendor [0] the State of Florida

8. Does your department offer any of the following services or information via the Web page?

[43]Yes [19]No Community events involving the department

[27]Yes [35]No Reporting of news worthy information such as press releases

[47]Yes [16]No Fire prevention information such as home safety, extinguishers, and smoke detectors

[29]Yes [32]No Disaster/hurricane preparedness

[33]Yes [27]No Health and safety related information such as bicycle helmets, water safety, etc.

[31]Yes [32]No Community training activities (CPR, first aid, etc.)

[7]Yes [52]No Interactive activities such as inspections, plans review, or general information

9. Do you feel the use of the Internet medium has been warranted and successful?

[55] Yes [6] No

Please return this survey in the enclosed envelope
or fax to Deltona Fire Department at (407) 860-7198.

Thank you for your prompt response to this survey.

Appendix C

Fire Departments Surveyed

Altamonte Springs Fire Department
Anna Maria Fire District
Apopka Fire Department
Arcadia Fire Department
Atlantic Beach Fire Department
Auburndale Fire Department
Bartow Fire Department
Bay County Fire Department
Bayshore Fire District
Belle Glade Fire Department
Belleair Bluffs Fire Department
Belleair Fire Department
Big Corkscrew Island Fire Rescue
Boca Grande Fire Control District
Boca Raton Fire Rescue Services
Bonita Springs Fire Control & Rescue District
Boynton Beach Fire Department
Braden River Fire District
Bradenton Fire Department
Brevard County Public Safety
Brooksville Fire Department
Broward County Fire Rescue
Bunnell Fire Department
Callaway Fire Department
Cape Canaveral Fire Department
Cape Coral Fire Department
Captiva Fire Control District
Casselberry Fire Department
Cedar Hammock Fire Control District
City of Newberry
City of Port Richey
Clay County Fire Rescue
Clearwater Fire Department
Cocoa Fire Department
Coconut Creek Public Safety
Cooper City Fire Rescue
Coral Gables Fire Department
Coral Springs Fire Department

Crescent City Fire Department
Crestview Fire Department
Cross City/Dixie County Emergency Services
Crystal River Fire Department
Dade City Fire Rescue
Dania Fire Rescue
Davenport Fire Department
Davie Fire Department
Deerfield Beach Fire Rescue
Delray Beach Fire Department
Destin Fire Control District
Dover Turkey Creek Fire Department
Dunedin Fire Department
East Hernando County Fire Department
East Lake Fire Rescue, Inc.
Edgewater Fire Rescue
Englewood Area Fire Control District
Estero Fire Rescue Services
Eustis Fire Department
Fernandina Beach Fire Department
Flagler Beach Fire Department
Fort Myers Beach Fire Control District
Fort Myers Fire Department
Fort Walton Beach Fire Department
Frostproof Fire Department
Gainesville Fire Rescue Department
Golden Gate Fire Control and Rescue District
Green Cove Springs Fire Department
Haines City Fire and Rescue
Hawthorne Fire-Rescue
Hialeah Fire Department
Hillsborough County Fire Rescue
Holly Hill Fire Rescue
Hollywood Fire Department
Immokalee Fire Control District
Indian River County Department of Emergency Services
Indian Rocks Fire District
Indiatlantic Fire Rescue
Iona McGregor Fire District
Isles of Capri Fire/Rescue
Jackson County Fire Rescue
Jacksonville Beach Fire Department

Jacksonville Fire & Rescue
Jasper Fire Department
Jefferson County Fire Rescue
Jensen Beach Fire Department
Key Biscayne Fire Rescue
Key West Fire Department
Lake Alfred Fire Department
Lake City Fire Department
Lake County Fire & Emergency Services
Lake Mary Fire Department
Lake Panasoffkee Fire Rescue
Lake Park Fire Department
Lake Whales Fire Department
Lakeland Fire Department
Lantana Fire Rescue
Largo Fire Department
Lauderdale Lakes Fire Department
Lauderhill Fire Department
Lealman Fire Rescue
Leesburg Fire Department
Lehigh Acres Fire Rescue District
Lighthouse Point Fire Rescue
Live Oak Fire Department
Longboat Key Fire Rescue
Longwood Fire Department
Madison Fire Department
Maidstone Fire Department
Maitland Fire Department
Mangonia Park Fire Department
Marathon Fire & Rescue
Marco Island Fire Department
Margate Fire Rescue
Mariana Fire Department
Marion County Fire Department
Martin County Fire Rescue
Matlacha Pine Island Fire Rescue
Melbourne Fire Department
Metro-Dade Fire Rescue
Miami Beach Fire Department
Miami Fire/Rescue Department
Miramar Fire Rescue
Mt. Dora Fire Department

Naples Police & Emergency Service
Nassau County Department of Public Safety
New Port Richey Fire & Emergency Services
North Bay Fire District
North Fort Myers Fire Department
North Lauderdale Fire Department
North Naples Fire Department
North Palm Beach Fire Rescue
North Port Fire Rescue District
North River Fire District
Northwest Hernando County Fire Department
Oakland Park Fire Rescue
Ocala Fire Department
Ochopee Fire Control District
Ocoee Fire Department
Okaloosa Island Fire District
Okeechobee City Fire Department
Okeechobee County Fire Rescue
Oldsmar Fire Department
Orange City Fire Department
Orange County Fire Rescue Division
Orlando Fire Department
Ormond Beach Fire Department
Oveido Fire Rescue
Pahokee Fire Department
Palatka Fire Department
Palm Bay Fire Department
Palm Beach Fire Rescue
Palm Beach Gardens Fire Department
Palm Beach Shores Fire Department
Palm Harbor Fire District
Panama City Beach Fire Department
Panama City Fire Department
Pasco County Emergency Services
Pembroke Pines Fire Department
Pensacola Fire Department
Perry Fire Department
Pinellas Park Fire Department
Plant City Fire Department
Plantation Fire Department
Poinciana Fire Department
Polk County Fire Department

Pompano Beach Fire Rescue
Ponce Inlet Fire Department
Ponte Verde Fire-Rescue
Port Orange Fire Rescue
Punta Gorda Fire Department
Redington Beach Fire Department
Riviera Beach Fire Department
Rockledge Fire Department
Royal Palm Beach Fire Department
San Carlos Park Fire District
Sanford Fire Department
Sanibel Fire Control District
Sarasota County Fire Department
Satellite Beach Fire Department
Seminole Fire Rescue Department
Skyline Fire/Rescue District
South Pasadena Fire Department
South Trail Fire Rescue District
South Walton Fire District
Spring Hill Fire Rescue
St. Cloud Fire Rescue Department
St. Lucie County - Fort Pierce Fire District
St. Petersburg Fire and Rescue
St. Pete Beach Fire Department
Starke Fire Department
Stuart Fire Rescue
Sunrise Fire Rescue
Tallahassee Fire Department
Tamarac Fire Department
Tampa Fire Department
Tarpon Springs Fire Department
Tavares Fire Department
Taylor County Fire Rescue
Temple Terrace Fire Department
Tice Fire and Rescue District
Titusville Fire & Emergency Services
Treasure Island Fire Department
Umatilla Fire Department
Union County Department of Emergency Services
United Fire District
Venice Fire Department
Waldo Fire/Rescue Department

West Palm Beach Fire Department
West Side Fire Department
Whitfield Fire Control District
Wilton Manors Fire Department
Winter Haven Fire Department
Winter Park Fire Department
Winter Springs Fire Department
Zephyrhills Fire Department

Appendix D

Site Map for the City of Deltona, Florida Web Page

City

- Welcome
- City Profile
- City Manager
- Mayor
- Commissioners
- Map--Districts, Schools, Important Locations, Parks/Recreation
- Fire/Rescue/Safety--Public Education, Bulletins, Shelters, Stations
- Announcements/Opportunities--Bids, Employment, Rewards
- Economic Development

Business

- City Meetings--Minutes (Summary)
- Agendas
- Committees
- Boards--Descriptions and Contacts

Community

- City-Sponsored Events
- Parks/Recreation
- Leisure

Education

- Elementary Schools--Deltona Lakes, Discovery, Friendship, Sunrise, Forest Lake
- Middle Schools--Deltona Middle School, Galaxy Middle School, Middle School "CC"
- High Schools--Deltona High School, Pine Ridge High School
- 2-Year Community Colleges
- 4-Year Colleges and Universities

Appendix E

City of Deltona Splash Page
'www.ci.deltona.fl.us'

